Program Description

Best Retail Practices brings professional advice to independent retailers in the areas of store and restaurant design, layout and visual merchandising, customer service and both traditional and social media marketing.

Retail expert Christine Moynihan, who delivers the program, cofounded Best Retail Practices in 2002 for the City of Cambridge in response to the City's request to help retailers struggling in a difficult economy. She has since delivered her workshop to over 1000 business owners across the state and consulted with over 300 independent downtown businesses.

This two part program begins with a 2-hour workshop in which visual examples of best practices in retailing today are shared. Many of her "tips, tools and tricks of the trade" are low cost and easy to implement.

program contact Jessie Wilson, Staff Planner, to register for the workshop or for more information jwilson@ci.reading.ma.us or 781-942-6648

Find us on the web at www.ci.reading.ma.us/
Pages/ReadingMA_BComm/

Economic Development Committee Town of Reading 16 Lowell Street Reading, MA 01867







Reading Economic

Development Committee

Best Retail
Practices
with Christine Moynihan

Wednesday, September 12, 2012 8-10 a.m.

Place Stamp Here

Is Your Business The Best It Can Be?

The Town of Reading's Economic Development Committee and Community Services Department invite all of the town's retailers, restaurateurs and storefront business owners to attend a **free workshop** that will help you answer "yes!"

Learn how to improve your store's appearance, attract more customers, sell more product, and improve your bottom line.

Key benefits of the program include:

- Tips, tools and tricks of the trade
- Low cost, Do-It-Yorself (DIY) ideas & resources
- A FREE retailer's self-assessment booklet that will help you start improving right away!



"Christine brings lots of DIY ideas for the business owner, and I hope all Reading businesses will take advantage of this workshop! "

Jean Delios
 Town Planner
 Town of Reading

Program Details

Best Retail Practices is a two part program that begins with a 2-hour workshop in which visual examples of best practices in retailing today are shared. Ms. Moynihan will go over some helpful tips, focusing on the tools available, and give insight on the tricks of the trade.

Many of the types of improvements to be discussed are low-cost, DIY ideas so the business owner will not be faced with significant cost barriers.

In part two of the program, as part of the Massachusetts Downtown Initiative, qualified businesses are encouraged to apply to receive a one-on-one, in-store brainstorming and consultation session* with Moynihan – at no cost to the business owner! These businesses will receive a written report with specific ideas and recommendations for improving their businesses now and for the future.

Applications for the one-on-one consultations will be available at the workshop and **must be returned** to the Community Services Department by September 18, 2012.

*Eight consultations will be awarded.



Workshop Information

The workshop will be held on Wednesday, September 12 from 8-10 a.m. in the Community Room of the Police Department at 15 Union Street.

For more information on the workshop and consultations offered by **Best Retail Practices** and **to register for the workshop** please call Staff Planner Jessie Wilson at **781-942-6648** or via email at **jwilson@ci.reading.ma.us.** While all are invited, seating is limited and registration is recommended for this highly popular program.

Christine Moynihan is a former VP Retail Marketing for Clarks (footwear), co-founder of *Best Retail Practices* and principal of RetailVisioning, a consulting company focused on helping independent retailers be their very best.

Reading's Best Retail Practices Program is funded by the MA Downtown Initiative.

(Sample photos only. Not active applications.)

